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# —plant something worth while

Products of the H&O Quality  
give your grounds distinction



Three Years from Planting on the Horace H. Irvine Grounds, Summit Avenue

## Holm & Olson, Inc.

### The Park Nurseries

20-22-24 West Fifth Street

Landscape Architects  
Nurserymen  
Florists

Saint Paul  
Minnesota



## A Plain Business Talk

**I**T is a matter of much concern to every household and to every American home, that the surroundings of that home should be pleasing. Its effects are far reaching, not bounded by that immediate household, but the entire community feels the up-lift and enjoys the results. It also means that others will improve their surroundings, and in a few years conditions have materially changed for the better.

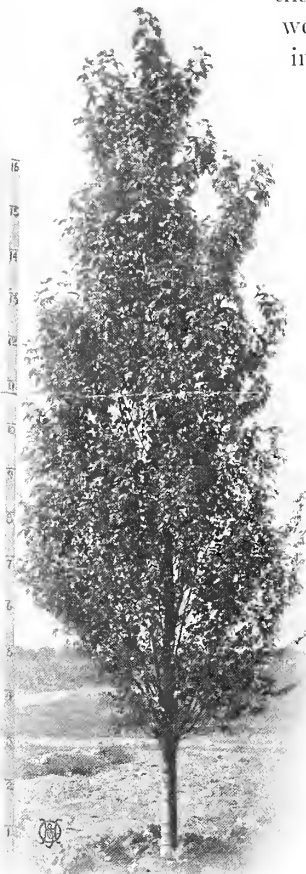
You may have only a modest cottage, but it needs that same careful arrangement and selection of material as the mansion with its large grounds, and just as essential are the requirements to make each an ideal American home, not simply a house in which to live.

The matter of more pleasing and pleasant surroundings for our homes is growing each season. Architects in planning arrange their plans showing artistic settings, and we as a people in trying to get more out of life than we did in years gone by are paying more attention to this particular feature.

With these conditions as they exist today comes the requirements for the Landscape Architect and Landscape Gardener, that the grounds may be arranged just as carefully and as artistically as the plans for the house.

We have endeavored in past years to build up a "Service" to meet these requirements, and today we offer you the most complete service in the entire West, and at a very low cost. We take your bare grounds and work out a scheme that not only "fits" your grounds, but the architecture of your house, design the planting that it may be restful and pleasing, furnish you the material for your planting (grown in our

own Nurseries) of the best stock that can be grown, and stock that we know is hardy and will stand in your vicinity. Furthermore, we furnish you a competent Landscape Gardener to superintend the planting so you know it is properly done and everything in its proper place, relieving you of all responsibility. We do not charge you a fancy fee for designing the grounds and furnishing a blueprint. Your entire charges for designing the grounds are included in the cost of the materials as listed in our catalog. The only additional charge is the cost of the Gardener for his time superintending the planting. Get in touch with the H & O Service.



*Specimen Bolleana Poplar.  
Nothing better for a sky line*



*Wier's Cut-leaved Maple. One of H & O "Specimen" transplanted trees.  
Notice the root system.*



## Results Without Waiting

**P**LANTING for the present means using large trees and shrubs in your landscape, those that will be effective from the day they are planted. Such trees and shrubs cannot be manufactured, they require time to grow; we have waited for years so we might offer you just such material as you will find illustrated in this circular. These different types, and hundreds of other varieties, we have in large or "Specimen" sizes that can be transplanted to your grounds successfully, giving immediate effects.

## Transplanted Trees and Shrubs

These trees and shrubs are not in the same class as those offered by many other growers, who sell overgrown (surplus stock) which has been left over from year to year, and oftentimes are "culls" that could not be sold. They are often one-sided and ill-shaped, having been crowded in the nursery row. The Specimen trees and shrubs we offer were transplanted when small with the intention of growing into Specimens. They have been transplanted from time to time until they have a system of fibrous roots, and do not receive a setback in the moving. Note the root system on these trees, their straight stemmed bodies, and their well developed heads. Such trees and shrubs are of value to your landscape, and give your grounds the appearance of having been planted for years.

It is not necessary that all your landscape planting material be of this quality, just enough to give the grounds the appearance of having been planted six to eight years ago.

These Specimen trees and shrubs cannot be described, you should visit our Nurseries and see for yourself just what they are and their quality. You can then select those that suit your fancy and have them marked.

## What Others Say of H & O Quality

The past summer we had one of the leading nursery men of Europe visit us. He had toured all the leading Nurseries of the East and Central West and remarked: "There is nothing in all the states that I have visited that can compare with the quality of the stock you are growing."



American Linden, transplanted specimen. Five-inch diameter. Observe the root system.

A view in our Nurseries illustrating how the specimen trees are grown.





A pleasing setting, showing the artistic grouping of Evergreens, Perennials and Shrubs. The birds think it was arranged for them.

## You Should Visit Our Nurseries

JUST on the border of the residence section of St. Paul, and adjacent to the boulevards that connect the Twin Cities, are the fields of the Park Nurseries. It was a happy thought that induced us to select a location convenient to both cities, for the Nurseries are extremely interesting to all who desire to know the trees, shrubs and plants that are hardy in this section.

There is no way that we can convey to our patrons, either through photographs or descriptions, a true

idea as to value or quality, equal to what you would gain in making a personal inspection. You can see all of the different sizes, how they grow and develop, and better still, you can judge how they would look placed in certain positions in your grounds.

Many Nurseries do not care for visitors. We are always glad to welcome you, our Superintendent will be pleased to show you any items you are desirous of seeing. Most nursery goods are bought without seeing them, or having an idea of their value or quality. The size of a tree or shrub does not indicate value or quality, but how it is grown, cared for and handled means much.

*Juniperus Virginiana. (Red Cedar.)*  
Grow pyramidal shape and are always artistic when properly placed.

## How to Reach the Nurseries

If motoring or driving, use Summit Avenue to Lexington Boulevard, go south to St. Clair Street. From any down town point in St. Paul take St. Clair-Hope car. This line will take you within two blocks of the Nurseries. Coming from Minneapolis by car use either Como-Harriet, St. Paul and Minneapolis or Selby-Lake lines, transferring to Snelling cross-town line, and take the Grand Avenue car to Lexington, walk south to St. Clair.

## Nothing Like It In All Des Moines

Des Moines, Iowa

Gentlemen;

No landscape improvement on West Grand Avenue is attracting so much attention as that you are doing on Bishop Dowling's property, and your Mr. Knuth tells me it is so "catching" that everybody in the neighborhood is now beginning to want something similar done in the spring. Therefore, I am exceedingly anxious that the planting on the Homestead property be finished this fall, and I wish you to have it done under your foreman's directions. I have therefore changed my plans and wish you to proceed with the entire front. I want the very best possible effect, and to secure this as soon as possible am about willing to leave the entire planting to your good judgment.

James M. Pierce,  
President Homestead Publishing Co.

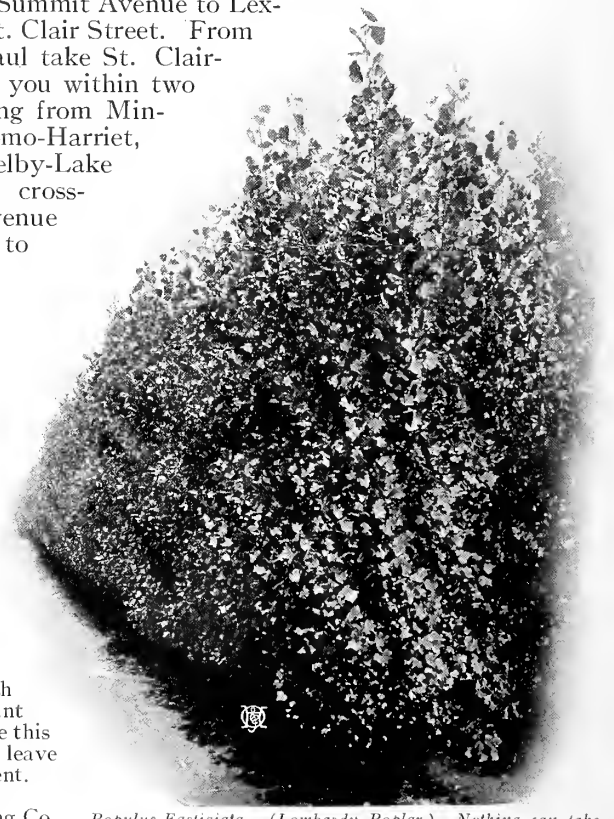
*Populus Fastigiata. (Lombardy Poplar.)* Nothing can take their place for a sky line or screen.



The root system of a Catalpa that has been transplanted. See tree below.

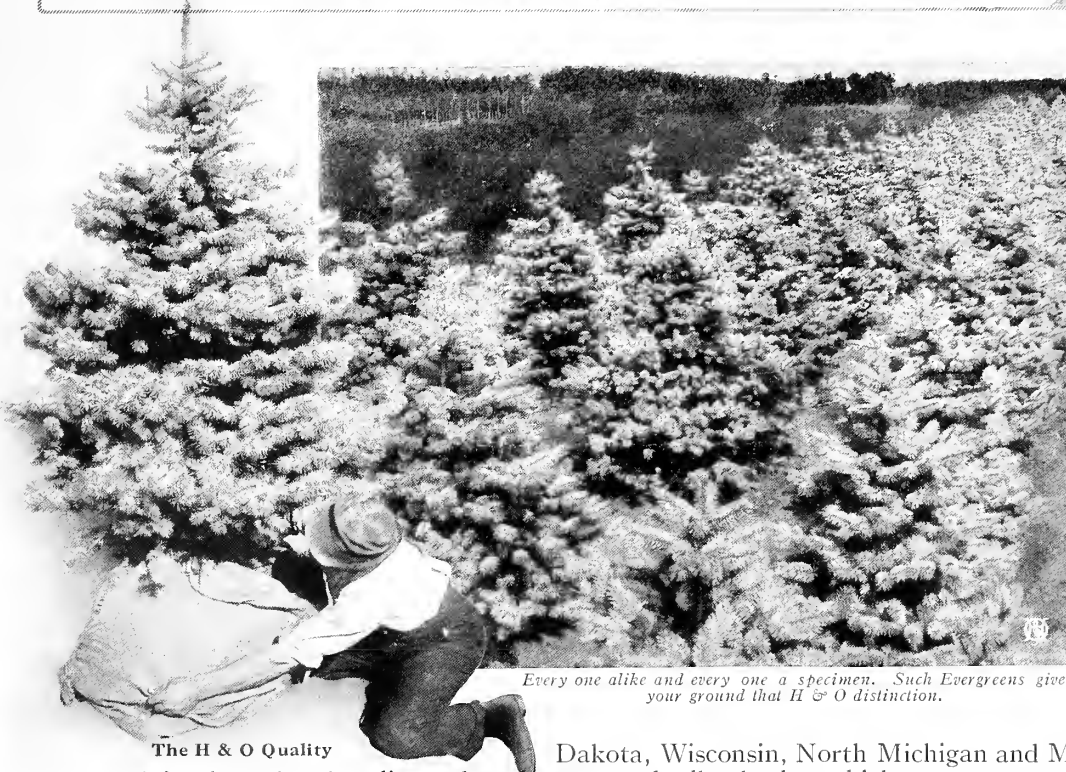


A Catalpa transplanted four years ago now five inches in diameter. Same tree as above.





# THE PARK NURSERIES ST. PAUL, MINN.



Every one alike and every one a specimen. Such Evergreens give your ground that H & O distinction.

The H & O Quality

our stock is adapted and acclimated, and we use and sell only that which we can grow. This territory we can handle and give our patrons the advantage of the "H & O Service," which is the most complete in the country. Planning, designing the ground, furnishing the material from our own Nurseries, and when superintending the planting, guaranteeing you success.

We do not store any stock in cellars; everything is dug fresh from the ground and shipped direct. Located as we are in a large railroad center, most cities have direct lines, giving quick service. To those who live in St. Paul and Minneapolis your stock is not out of the soil more than an hour until it is planted. Do you know the value of this in handling a perishable product?

It is a fact that our material has more vitality than stock grown in many other Nurseries, as has been expressed by many of our patrons. This, however, is brought about by having the stock transplanted frequently, and the high cultivation it receives, but the further fact that the material has been properly dug and not exposed to sun and wind, and planted promptly, is one of the secrets of our success, and one of the reasons our stock makes such an excellent showing when planted.

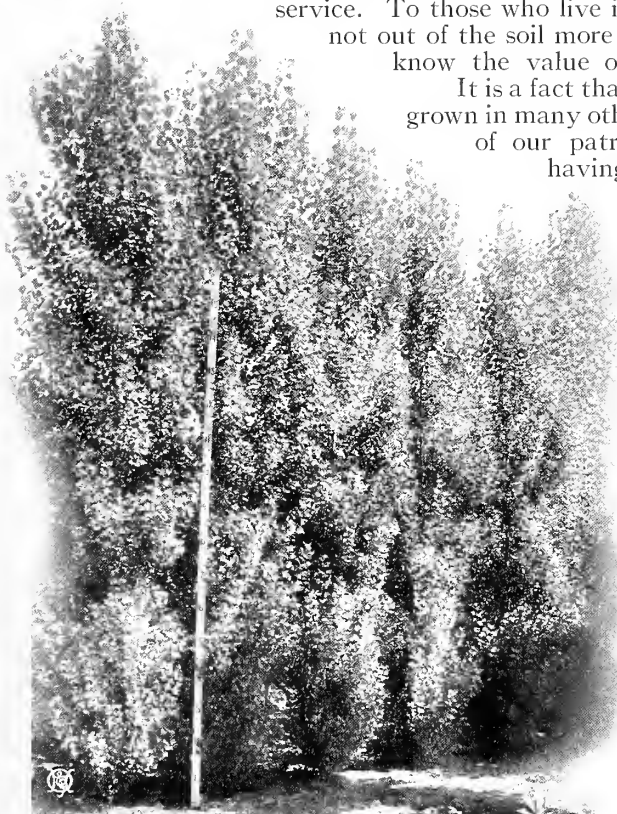
## The Cost of Planting

It is understood, however, that in our planning your grounds we are to furnish the material for the planting, this is a part of the "H & O Service," and the cost of the plans is incorporated in the cost of the stock. At the time your blueprint is mailed you we charge your account ten per cent of the cost of the material to be used in the planting, but credit for amount is allowed when the order is placed. Besides this we allow you a discount of ten per cent on all orders over \$50 from our catalog list. If you desire to buy the plans, we will furnish them and make a charge only for professional services.

## From the Nursery Row Direct to Your Grounds

**T**HIS has always been one of our slogans, "From the nursery row direct to your grounds." We employ no agents, have no solicitors except our Landscape Gardeners. Those of you who have purchased from "tree agents" and having your goods lie around some livery for a week, know the disappointment of having material reach you in poor condition.

Our business in landscape work is mostly confined to the states of Iowa, Nebraska, Montana, North and South



Imagine being able to transplant such trees twenty-five to thirty feet high. You can do it successfully with the H & O quality.

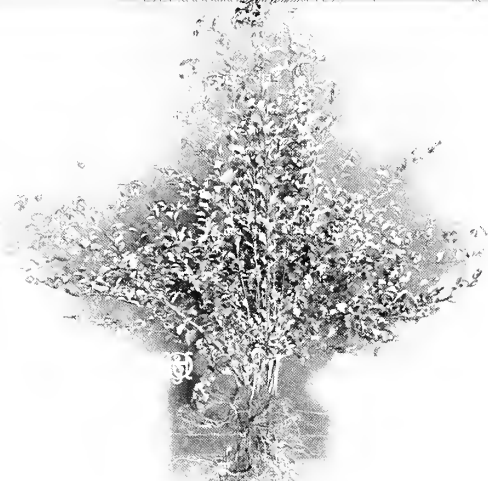


Sure—they grow. They have the root system.





Eighteen to twenty-four inch  
Illustrating the different sizes and grades and showing the H & O quality Spirea Van Houttei.



Two to three feet transplanted



Three to four feet transplanted  
Compare these with what you have been planting.

## Where Quality and Service Go Together

**L**OCATED close by the Saint Paul Hotel are the H & O Stores, known throughout the country as "The Home of Flowers," the largest flower stores in America, as well as the best arranged and most beautiful interior. This part of our business years ago had a small beginning, but "Quality" and "Service" gave us the distinction we hold today. These essential principles, so successful in the flower business, have been used in our Nursery and Landscape business, and to a greater degree, our earlier experience having given us valuable knowledge.

Quality in any commodity creates demand. Quality plus Service, especially in this business, prevents failure when one does not know or has not had experience. You cannot measure value so much by what you pay as by what you get—for what you pay.

In arranging your grounds you are establishing permanent fixtures. In your tree and shrub plantings, each is dependent on the other for a pleasing and restful effect, and you cannot afford to take chances of failure. The lack of knowledge in planning or grouping may destroy their entire beauty; experimenting is unsatisfactory and takes time. Our business is to *know in advance* what the effect will be.

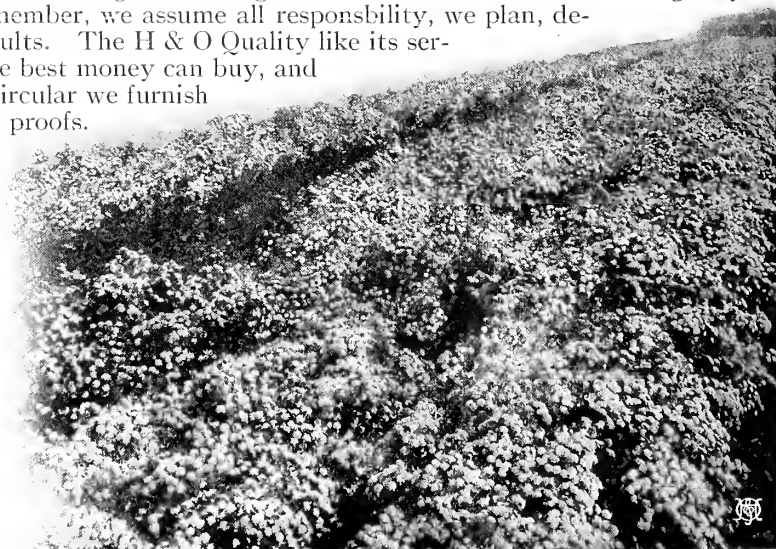
The H & O Service assures you perfect satisfaction, and saves you trouble and time, as well as money. We will suggest plantings that will

"fit" your ground and the architecture of your building, something different from others which will give your grounds that H & O distinctive character—remember, we assume all responsibility, we plan, design and plant your grounds and guarantee results. The H & O Quality like its service is the best money can buy, and

in this circular we furnish you the proofs.



Five to six feet specimen Spirea Van Houttei  
The H & O Quality



A block of specimen Spirea Van Houttei. We have thousands of these five to six feet, perfect beauties.





*French Lilacs grown in tree form.*



*A landscape painting showing its effectiveness second year from planting. The Box Balls and Bay Trees help on the open terrace.*

## The Distinctive Character H & O Give Your Grounds

THE successful Landscape Architect must not only be able to give his work distinctive character, but he must be a student of tree and plant life, he must know the habit of growth, the form of foliage and the color of flower of every tree or shrub that he uses. He must know how each will look when fully grown and be able to see whether it will "fit" or give the right effect; more than this he must be an artist who, with trees, shrubs and plants can paint a picture about your home which will be a constant pleasure from day break until the trees cast their last long shadows at the close of day.

Each landscape problem must be considered by itself in order that everything may harmonize when the work is complete. Our understanding of how the plantings should be arranged to give the proper effect is worth a great deal to our clients, and it is freely at your command. Our advice means much to your success—we tell you not to plant certain things when they are not hardy, or when they do not suit the position.

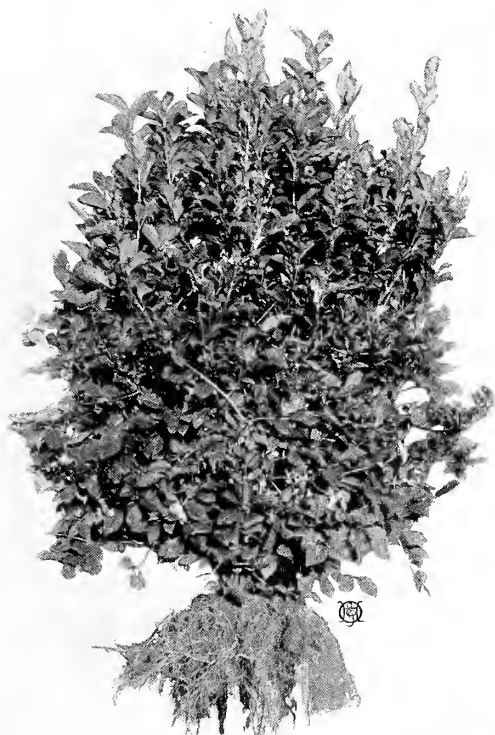
### "School Board is Pleased"

"The trees, shrubbery and grass seed furnished by you for our school grounds, and which were planted under supervision of your foreman, have done remarkably well this summer, and the school board is more than pleased with results. The public is delighted with the transformation in our school grounds and its beautiful appearance.

S. M. Sivertson,  
President, Board of Education,  
Crookston, Minnesota"



*Syringa Persica (Persian Lilac). Shrubs of this character lend distinction to your grounds.*



*Specimen Lilac, Jostifolia, six feet high. We have hundreds just like it, why wait eight to ten years for results?*



*Specimen Viburnum Opulus (Highbush Cranberry). Some root system.*



*Lonicera Tatarica (Bush Honeysuckle) Nine feet high, a perfect beauty.*





*A block of Japan Barberry, thirty-six-inch transplanted. Compare the tops and roots.  
A hedge of these is effective at once.*

The H & O Quality

## Products of Our Service

THE illustration at the top of this page gives one an idea of "H & O Quality" plants. This block of Japan Barberry is but a sample of other blocks of shrubs. These plants stand eighteen inches apart in the rows, and the rows four feet apart. This photograph was taken the last of August, and at the same time a single plant was dug and is held by the young man—notice carefully the bushy top, and more carefully the system of roots. Such material can be grown to such a high standard of quality only by having the knowledge of how to produce, the knowledge of soil conditions and how to care for them.

The lower illustration is a Japan Barberry hedge planted for one of our clients, which has been cared for by our service. Here are two proofs, one before the planting and the other after the planting was installed.

These illustrations of material are reproduced to convey an idea of quality, all having been taken during the past fall in our Nurseries, and we will be pleased if we have conveyed to you a thought of—"Planting in your grounds something worth while."

Landscape Architects, Nurserymen and Florists.

**HOLM & OLSON, Inc.**  
St. Paul, Minnesota.



*Nothing better for a hedge along the sidewalk. It gives privacy and does not obstruct the view.*